

Welcome!



# *Institute for Community Health Program Planning (iCHPP)*



Developed by the PLANET MassCONNECT Team, 2012

Funded by NCI ( 5 R01 CA132651) and NIH (R01 RR025758-Supplement )

# Bell Bajao

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break  
through

BELL BAJAO  
Bring Domestic Violence to a Halt  
'Bus Driver'

# Partners



# PLANET MassCONNECT

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- Study funded by the National Cancer Institute (PI: Viswanath)
  - Tests model for capacity-building in communities around evidence-based programs
  - Community-based participatory research framework
- Participants receive
  - Training (iCHPP)
  - Planning / implementation grant opportunities
  - Toolkit and technical assistance
  - Opportunities to connect with like-minded peers
- What we ask
  - Engagement (in class and in the network)
  - Participation in research efforts, including surveys

# Evidence-based programs (EBPs)

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- A health promotion or health communication program
  - Found to be effective
  - Implemented with a specific group
  - Tested and evaluated
- Potential advantages
  - Save resources, don't reinvent the wheel
  - Strengthen applications
  - Increase impact
  - Use latest knowledge and tools

# Example: Text4Baby

[Home](#)[About](#)[Partners](#)[News](#)[Contact](#)

She's One Smart Mom, She's Got **text4baby**

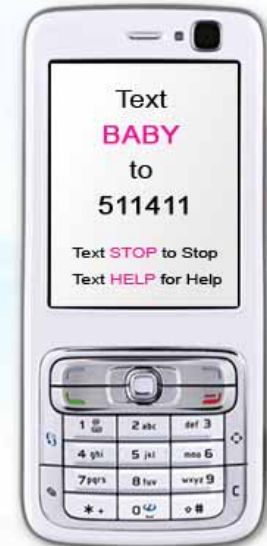


Text **BABY** to 511411

Envia **BEBE** al 511411 para Español

Get **FREE** messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

[Click 2 Register](#)[How it Works](#)[FAQs](#)

Questions or interested in becoming a partner? [Click here](#)

## Top Stories



**Mothers-to-Be Are Getting the Message**  
We're used to hearing about public initiatives that get mired in politics or entangled in bureaucracy, but we rarely hear about programs that exceed expectations.  
[more >>](#)

**Sharing Innovations in Health:**  
A Partnership on Mobile Technologies to Promote Health Mothers and Babies in Russia.  
[more >>](#)

**Health Net Partners:**  
An Unprecedented Public-Private Partnership Addressing Rising U.S. Infant Mortality Rate  
[More >>](#)

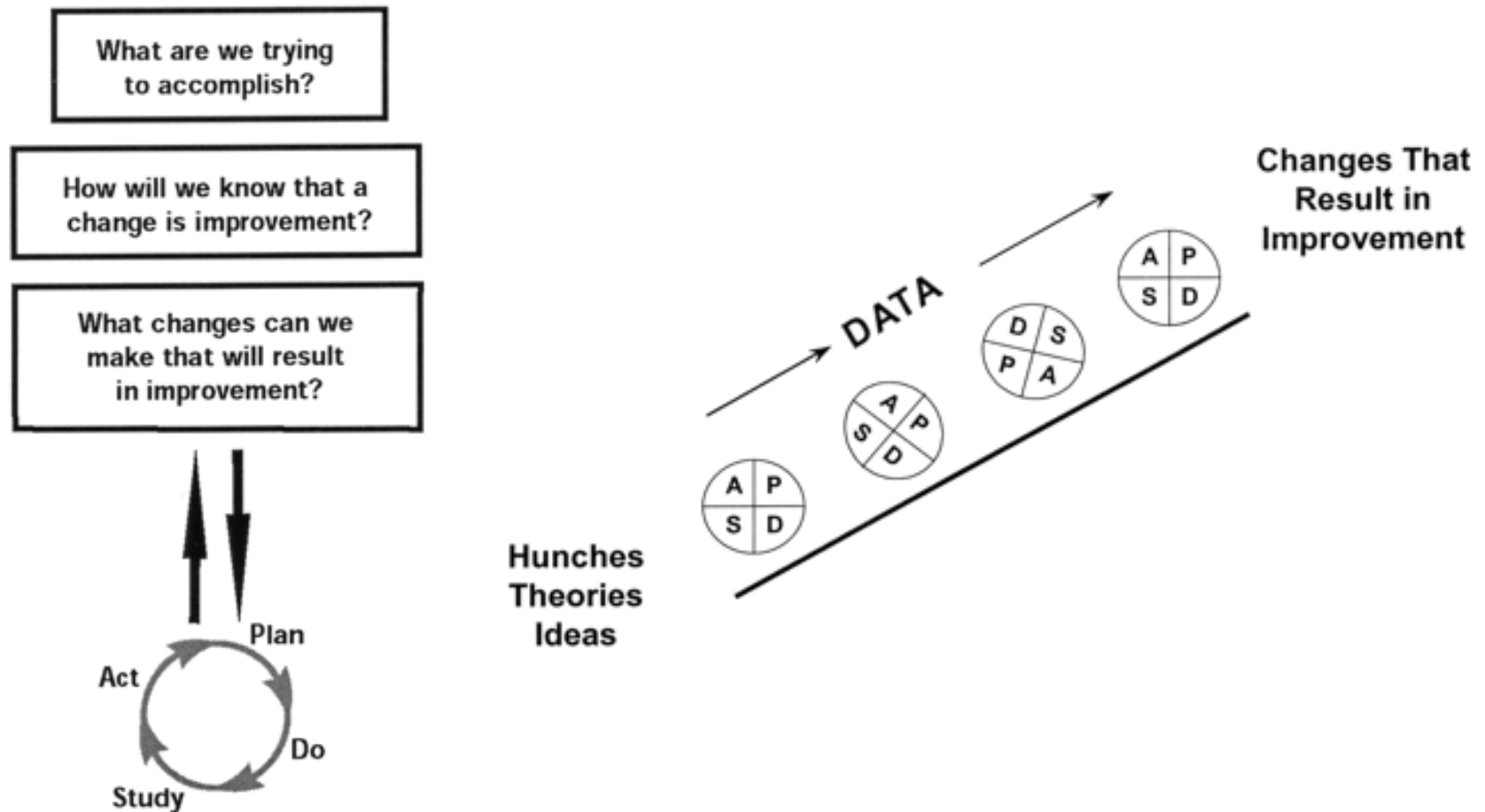


# Important goals, limited resources

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# IHI model for improvement



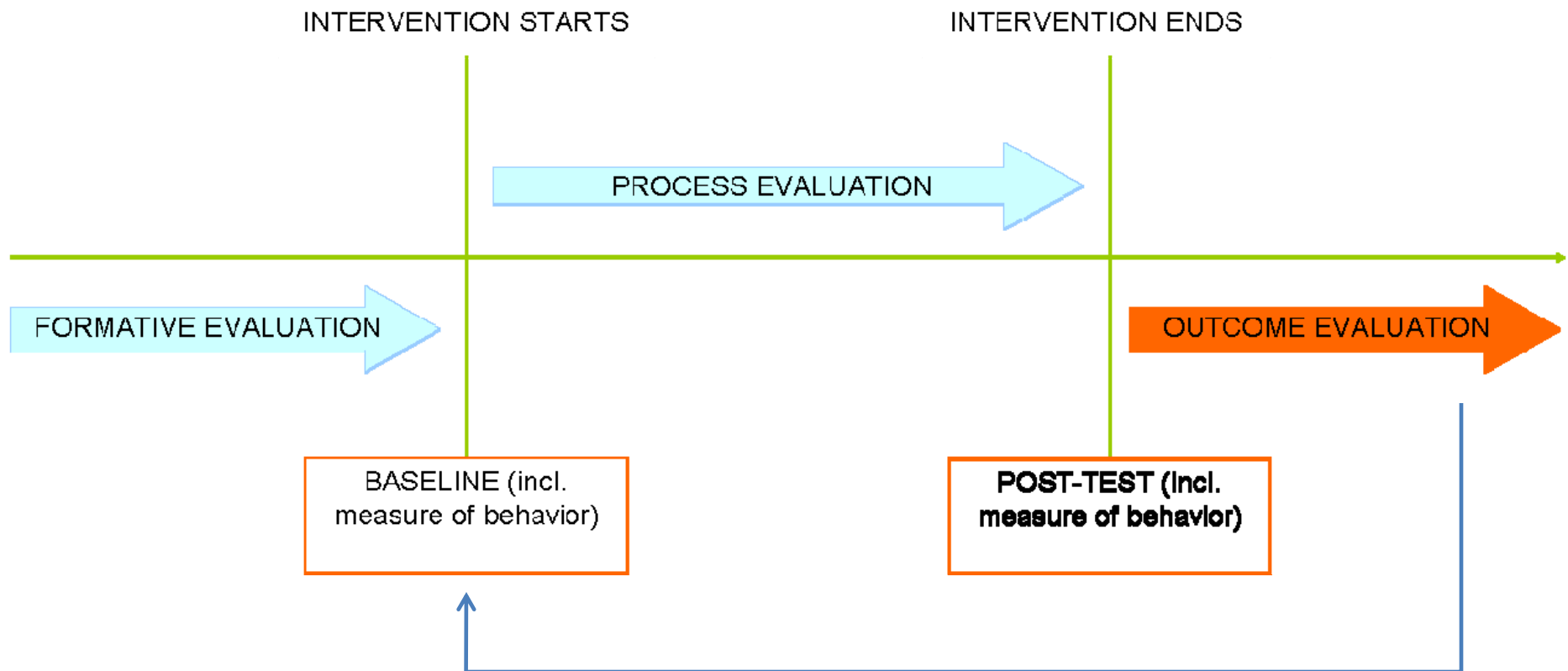


# Thinking about evidence

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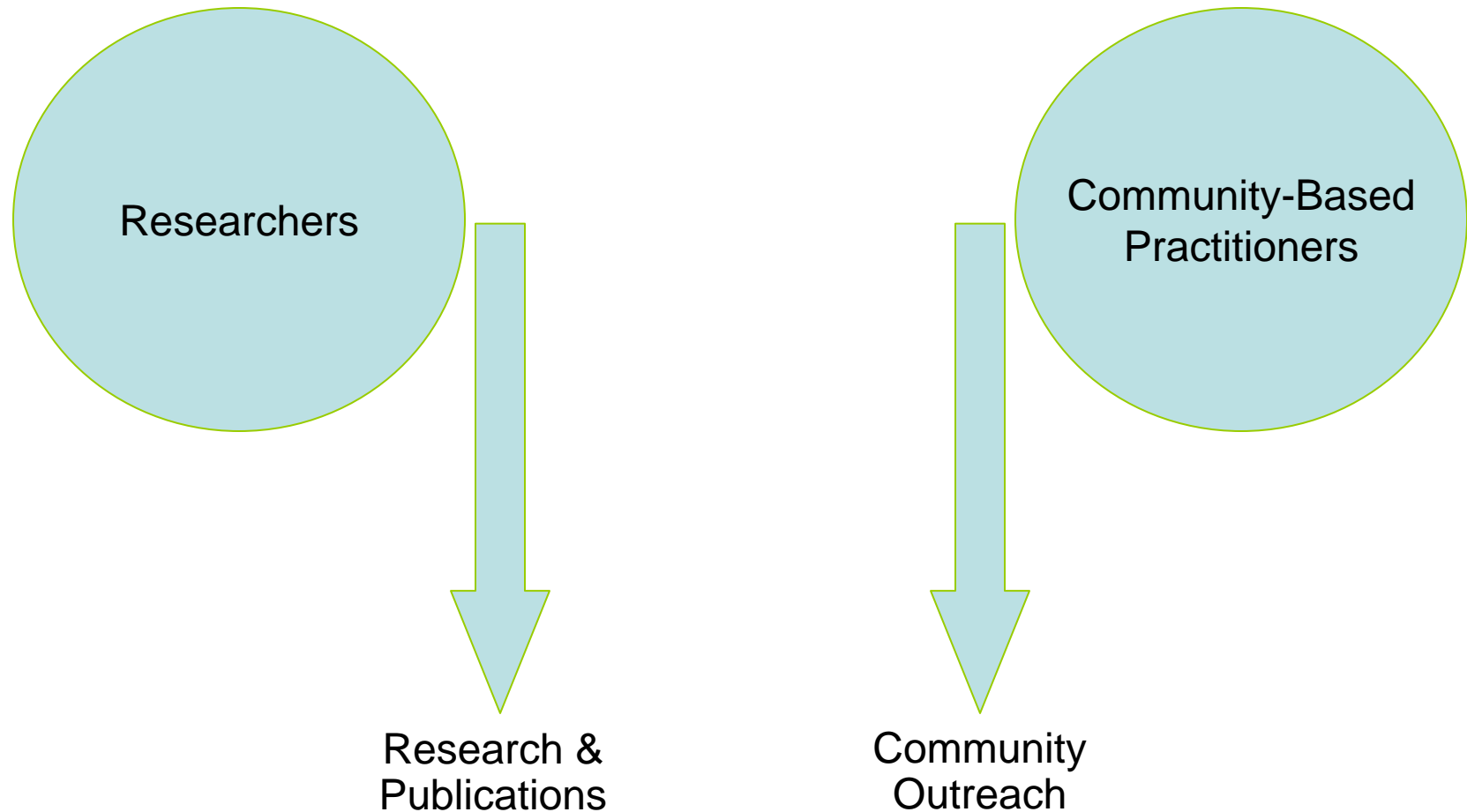


# Evidence across the lifecycle of a program

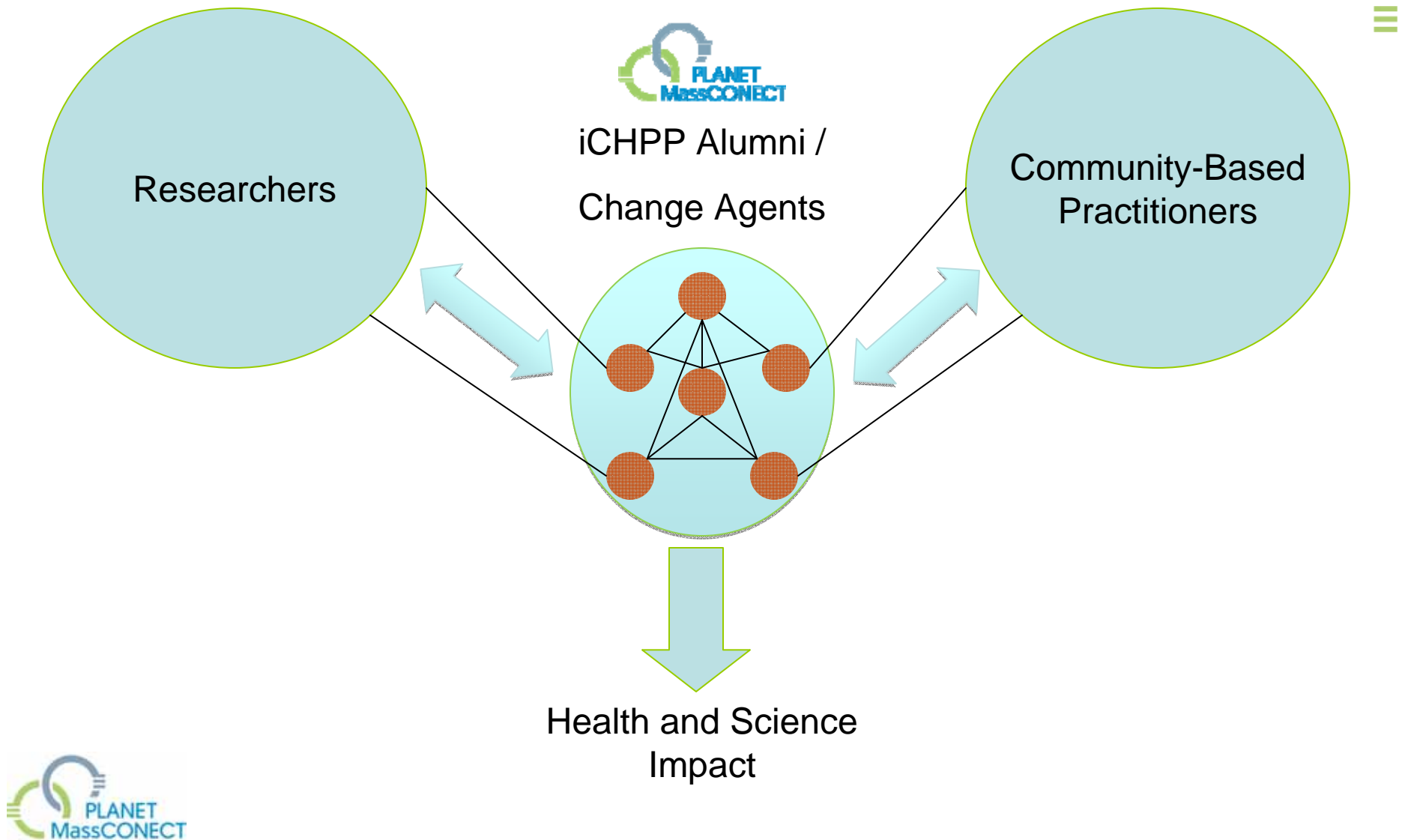


# *The current way of work: Working in parallel to build healthy communities*

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# *A new way of work: Leveraging expertise as change agents*



# A stepped approach



# Taking a broad perspective

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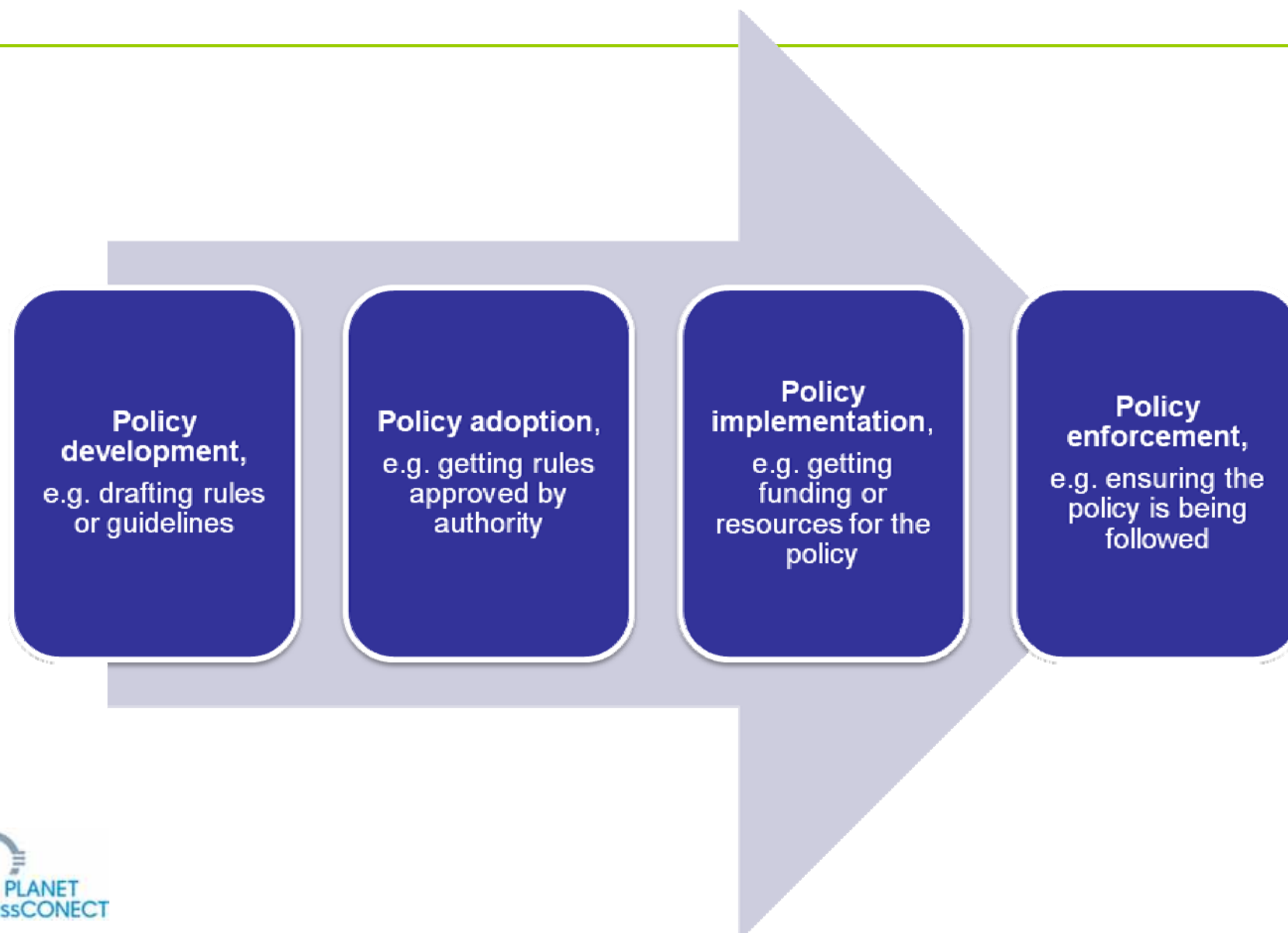
- Individual-level + environments (social, economic, political, built)
- Multi-prong approach may
  - Increase impact
  - Support sustainable change
  - Leverage a wide range of assets

# Policy change

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- Efforts to change health practices or behaviors by changing rules, procedures, regulations, and laws that affect those behaviors
  - Ex) Principal bans sugar-sweetened beverages in vending machines in school
- Can occur at many levels
  - Organization, community, state, national, etc.

# Policy change as a process






# Activities supporting policy change

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- Raising awareness or changing attitudes among community members
- Training community or staff members to create policy change
- Working with a coalition focused on policy change
- Engaging with policymakers and decision-makers

# Example: Smoke Free Movies




**WARNING: FILM PRODUCTION SUBSIDIES  
ARE HAZARDOUS TO YOUR HEALTH.  
AND CALIFORNIA OUGHT TO KNOW.**

"It is **unconscionable** that one state program threatens to undermine our state's public health achievements and goals, our investment in tobacco prevention, and our savings in health care costs, particularly in a time of declining state revenues."  
— Michael Ong, MD, PhD, Chair, California Tobacco Education and Research Oversight Committee, to the California Film Commission, 2011

"Any benefit that tobacco-related subsidies for films might have for California's inter-state competitiveness must be balanced against **proven, catastrophic 'collateral damage'** to young audiences and the long-term health costs to the state."  
— Jonathan Fielding, MD, MPH, Health Officer and Director, Los Angeles County Department of Public Health, to the California Film Commission, 2011

This year, states will give away \$350 million in tax credits to producers of movies with smoking. These films have recruited more than one million current teen smokers. That means film subsidies are undercutting hundreds of millions of dollars states will also spend this year to battle tobacco, the nation's #1 cause of preventable death. Can your state bid for movies without risking kids' lives? The solution is at [bit.ly/fixsubsidy](http://bit.ly/fixsubsidy).



**SMOKE  
FREE  
MOVIES**

Health experts across the US, in Canada and in the UK are moving to cut off multimillion dollar subsidies for smoking films. Your state can, too.  
Smoke Free Movies, University of California, San Francisco. 415-476-4683 | [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu)

[ National policy report, March 8, 2012 ]

## WHAT THE U.S. SURGEON GENERAL JUST SAID ABOUT THE R-RATING:

**S**tudies have shown that movies deliver billions of images of smoking to young audiences...The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people...An MPAA policy to give films with smoking an adult (R) rating, as recommended

by [the World Health Organization, the U.S. Centers for Disease Control and Prevention], and other authorities, could eliminate youth-rated films as sources of exposure to on-screen smoking imagery and reduce the exposure of youth to smoking in movies. **The adoption of such policies would contribute to a reduction in adolescent smoking behavior.**"

In 1964, the U.S. Surgeon General concluded that smoking causes lung cancer. Now, the U.S. Surgeon General has concluded that movies with smoking cause teens to start smoking — and that the R-rating will save lives. The U.S. Surgeon General's conclusions represent America's public health consensus. There is no more excuse for delay. Protect young audiences and your industry's future. **Adopt the R-rating for tobacco now.**



Download the U.S. Surgeon General's report, *Preventing Tobacco Use Among Youth and Young Adults*, directly: [www.surgeongeneral.gov/library/preventing-youth-tobacco-use/full-report.pdf](http://www.surgeongeneral.gov/library/preventing-youth-tobacco-use/full-report.pdf)  
[ For movies, see Chapter 5: The Tobacco Industry's Influences on the Use of Tobacco Among Youth ]

# www.planetmassconnect.org

The screenshot displays the PLANET MassCONNECT web portal. At the top, the logo features a stylized 'P' and 'M' with the text 'PLANET MassCONNECT' and the tagline 'Building healthy communities through evidence-based programs'. A navigation bar includes links for Search, About Us, Glossary, Resources, Help, Contact Us, and Training. Below this, a secondary menu highlights 'Home', 'Data', 'Partners', 'Approaches', 'Programs', 'Evaluation', and 'Discuss!'. The main content area is titled 'Home' and contains a welcome message: 'Welcome to the PLANET MassCONNECT web portal! If you are ready to deliver quality, health-related programs in your community, you've come to the right place. This portal will give you a clear process for building great, evidence-based public health programs.' Two buttons are provided: 'How do I use this site?' and 'Tell me more about Evidence-based Programs.' To the right, a sidebar offers a link to 'Learn about Evidence-based Programs' and a section titled 'How do I...' with links to 'learn more about public health theory', 'find the definition of a term on this site?', and 'use the PLANET MassCONNECT Search tool?'. A central section titled 'Through this portal, you'll find links to:' outlines a four-step process: 1. Review Data (Use local and national data to study groups in your community and what kinds of help they need.), 2. Find Partners (Find organizations with goals that connect to yours.), 3. Explore Approaches (Learn about strategies that have worked in communities like yours.), and 4. Choose and Customize Programs (Select and customize evidence-based programs). At the bottom left, the PLANET MassCONNECT logo is repeated.

PLANET MassCONNECT Building healthy communities through evidence-based programs

Search About Us Glossary Resources Help Contact Us Training

Home Data Partners Approaches Programs Evaluation Discuss!

Home

Welcome to the PLANET MassCONNECT web portal!

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How do I use this site? Tell me more about Evidence-based Programs.

Through this portal, you'll find links to:

**Review Data**

**STEP 1** Use local and national data to study groups in your community and what kinds of help they need.

**Find Partners**

**STEP 2** Find organizations with goals that connect to yours.

**Explore Approaches**

**STEP 3** Learn about strategies that have worked in communities like yours.

**Choose and Customize Programs**

**STEP 4** Select and customize evidence-based programs.

Learn about Evidence-based Programs

How do I...

learn more about public health theory

find the definition of a term on this site?

use the PLANET MassCONNECT Search tool?

CANCER CONTROL  
P.L.A.N.E.T.  
Plan, Link, Act, Network with  
Evidence-based Tools

PLANET MassCONNECT

# Step 1



# Step 1 overview:

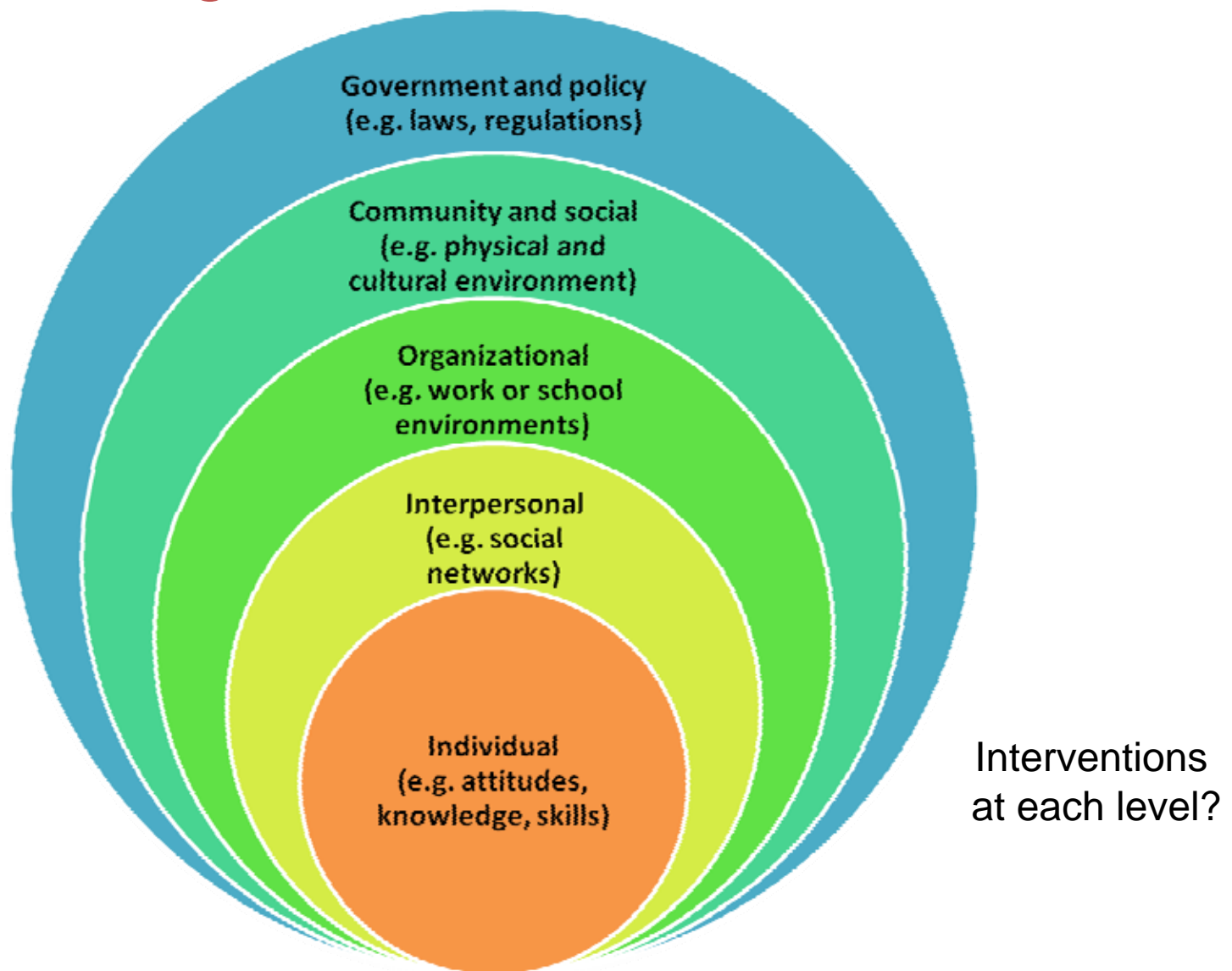
## Review data to assess needs

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- Identify community needs and assets
- Understand the drivers of health problems
- Make the case internally and externally

# Social ecological model: Multi-level drivers





# Qualitative vs. quantitative data



Qualitative	Quantitative
Focus groups, In-depth interviews	Surveys, Experiments
Open ended or semi-structured response options (often text-based)	Fixed response options
More exploratory	Less exploratory
Goal is “saturation”	Goal is “generalizability”

# Mixed-methods

**Do you plan programs for health?**  
*Share your opinions with us!*

The Boston Alliance for Community Health, along with researchers from the Dana-Farber Cancer Institute and the Harvard School of Public Health, is taking part in a study to see what barriers community organizations face when planning health programs, and what works. We want to hear from you!


- Participants will take part in a 2-hour focus group discussion
- 8-10 participants will be recruited
- Participants will be paid \$35 for their time
- Light refreshments will be served


WHEN: Friday, September 5  
10 – 12 PM

WHERE: Dana-Farber Cancer Institute ECHO Lab  
375 Longwood Avenue, 6<sup>th</sup> floor

Qualitative



 **DANA-FARBER**  
CANCER INSTITUTE  
Center for Population Sciences

 **PLANET MassCONNECT**

Today's Date: \_\_\_\_

**PLANET MassCONNECT Survey**

Thank you for taking part in this study.  
This survey is designed in two parts.

Quantitative

- Shows broad patterns
- Provides nuance
- Accounts for complexity of the “real-world”
- Allows for assessment of unintended effects



# Primary vs. secondary data

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## Primary data

- Local data collected for current project
- More staff time and resources required

## Secondary data

- Data collected for another project (by you or others)
- Less resource-intensive

# “Backwards” data collection

How will findings impact practice? What information is needed?



What secondary data can help us?



What primary data are required?



Collect and analyze data; write report and make recommendations



# *Example: Network for a Healthy California*

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Goal: prepare for a physical activity intervention in a low-income, Spanish-speaking community

1. Literature review
2. Review of past initiatives
3. Interviews with community-based organizations
4. Interviews with potential partners
5. Focus groups with low-income mothers
6. Environmental / resource scan



<http://www.cdph.ca.gov/programs/cpns/Documents/Network-PAI-FormativeResearchSumReport.pdf>

# Case study topic: Tobacco



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# Case study

## Discussion

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- What kind of data will she need to find to make her case convincing?

# Marie's Data

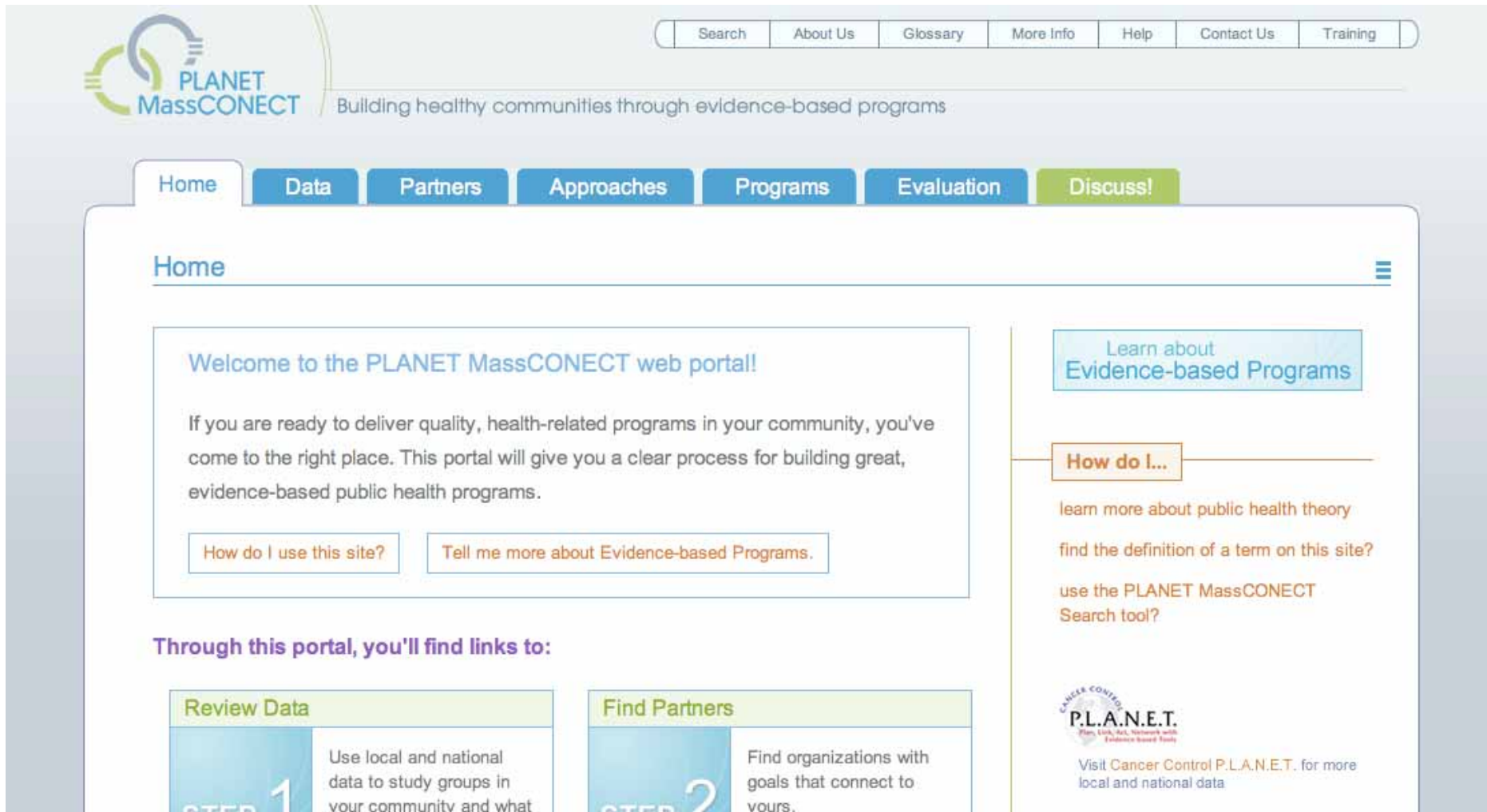
# Marie's Data



# Marie's Data

# Marie's Data

≡ [www.planetmassconnect.org](http://www.planetmassconnect.org)



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PLANET MassCONNECT Building healthy communities through evidence-based programs

Search About Us Glossary More Info Help Contact Us Training

Home Data Partners Approaches Programs Evaluation Discuss!

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Find Partners

STEP 2 Find organizations with goals that connect to yours.

Learn about Evidence-based Programs

How do I...

learn more about public health theory

find the definition of a term on this site?

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Cancer Control P.L.A.N.E.T. Plan, Link, Act, Network with Evidence-based Tools

Visit Cancer Control P.L.A.N.E.T. for more local and national data

# Step 2



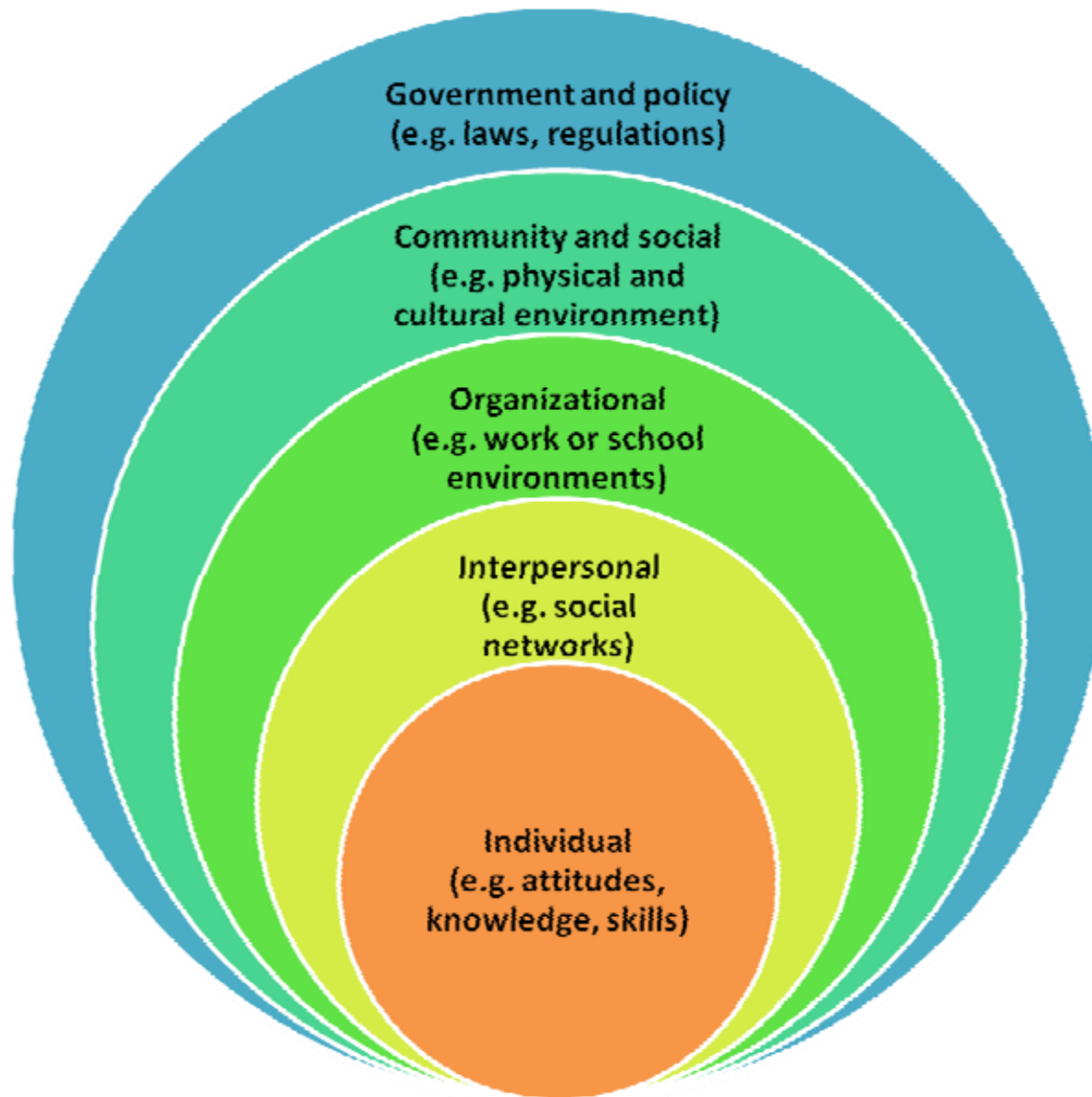
# Step 2 overview: Finding partners

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- Think about partnerships strategically
- Go beyond the “usual suspects”

# Social ecological model: Diverse partners



Adapted from: McLeroy, K.R., et al., *An Ecological Perspective on Health Promotion Programs*. Health Education Quarterly, 1988. **15**(4): p. 351-377.

# Partnerships

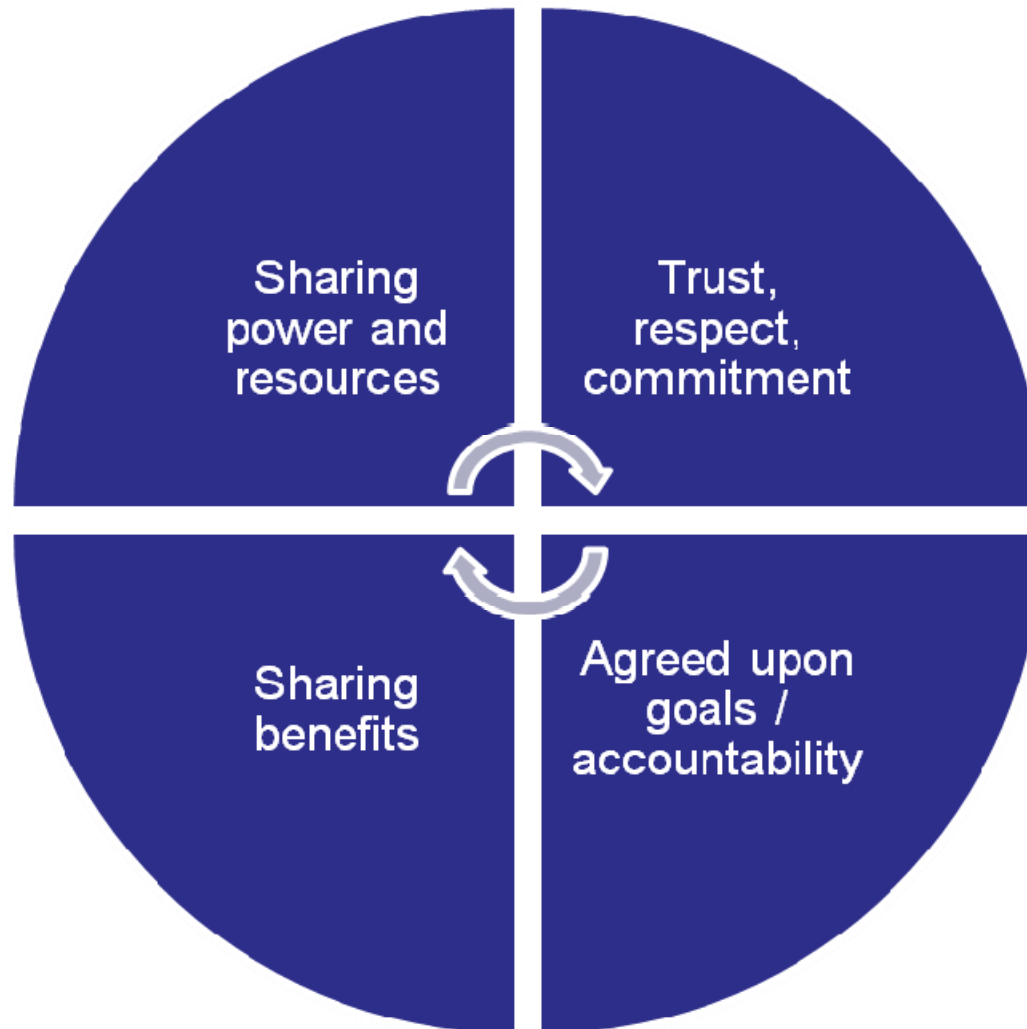
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- Local voices (Boston, Lawrence, Worcester):
  - 91% use partnerships to plan / conduct programs
  - Partners share
    - resources (95%)
    - knowledge (91%)
    - costs (58%)



# Solid foundations for new partnerships





# Example: Public-Private Partnerships & Text4Baby



text4baby™

Home

About

Partners

News

Contact

## Partnership Opportunities

If you are interested in becoming a partner and promoting text4baby in your community, we encourage you to learn more by visiting our [Partner Portal](#) and our [Partner FAQ](#) page. You can email [partners@text4baby.org](mailto:partners@text4baby.org) if you'd like to sign up!

## Partners

Text4baby is made possible through a broad, public-private partnership that includes government agencies, corporations, academic institutions, professional associations and non-profit organizations.

Founding Partners:	Founding Sponsor:	U.S. Government Partners:	Implementing Partners:	Telecom Partners:
   	  Premier Sponsors:   	White House Office of Science and Technology Policy  U.S. Department of Health and Human Services  U.S. Department of Defense Military Health System  Consumer Product Safety Commission  Media Partner: 	    	Alltel Assurance Wireless AT&T Bluegrass Cellular Boost Mobile Cellular South Cellcom Centennial Cellular Cincinnati Bell Cricket Metro PCS N-Telos Nex-Tech Wireless Sprint Nextel T-Mobile U.S. Cellular Verizon Wireless Virgin Mobile USA

## Outreach Partners

Federally Qualified Health Centers	State Government Agencies:	Health Plans:
Access Community Health Centers (Madison, WI) Alliance of Chicago Community Health Services (Chicago, IL) Avis Goodwin Community Health Center	<p><i>Note: Asterisk (*) signifies that organization is the state lead agency for text4baby.</i></p> Alabama Department of Public Health* Arizona Department of Health Services	<p><i>Note: State designations reflect where service is provided. "National" denotes service in 5 or more states.</i></p> Aetna (National)

# Example: Benefits of MassCONNECT partnership

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Connections increased

- community events
- access to resources
- grants and publications

# Thinking about partnerships strategically

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- Partnerships = benefits + investment
- How can we do more with what we already have?
  - What resources do our partners have?
  - Should we leverage existing relationships?
  - Should we tap into new partnerships?

# Assessing and Maximizing Partnerships (AMP) Tool

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- Determine what partnerships may be particularly helpful
- Four-step process to build an action plan to address gaps and strengthen important partnerships
  - Define goal / objective
  - Create a partnership snapshot
  - Analyze the partnership snapshot
  - Develop an action plan to address gaps and strengthen important partnerships
- Tool available on [training](#) page

# Example worksheet

## Partnership Benefits

<b>Partner Organizations</b>		Share funding or material resources.	Share access to people you want to reach	Share info. re: programs or services	Help promote services	Share staff with needed skills	Share space for new programs	<i>Other Benefit:</i> Program Evaluation	<i>Other Benefit:</i> Nutrition Classes / Education		<b>Type of Organization</b>
Family Shelter, Inc.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	★	★					Homeless Services Focused
State Department of Children			<input checked="" type="checkbox"/>	★		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			Family Services Focused
City Community Health Center		★	<input checked="" type="checkbox"/>			★			★		Health Care Focused
Metropolitan Food Bank											Nutrition Focused
Local University Department of Nutrition								★	★		Nutrition Focused

**Key:** ☒ Current benefit of partnership

★ Potential benefit of partnership

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# Case Study

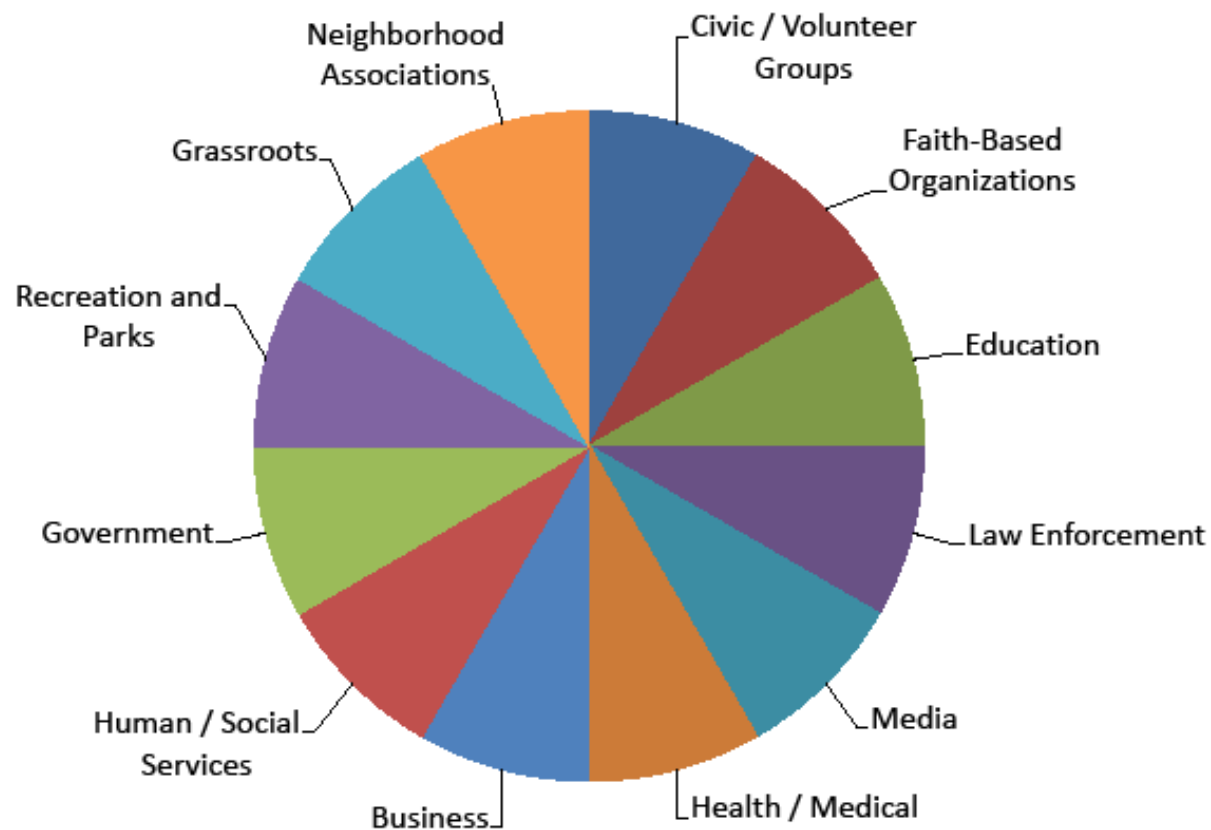
# Discussion

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- What partners should she bring to the table and why?

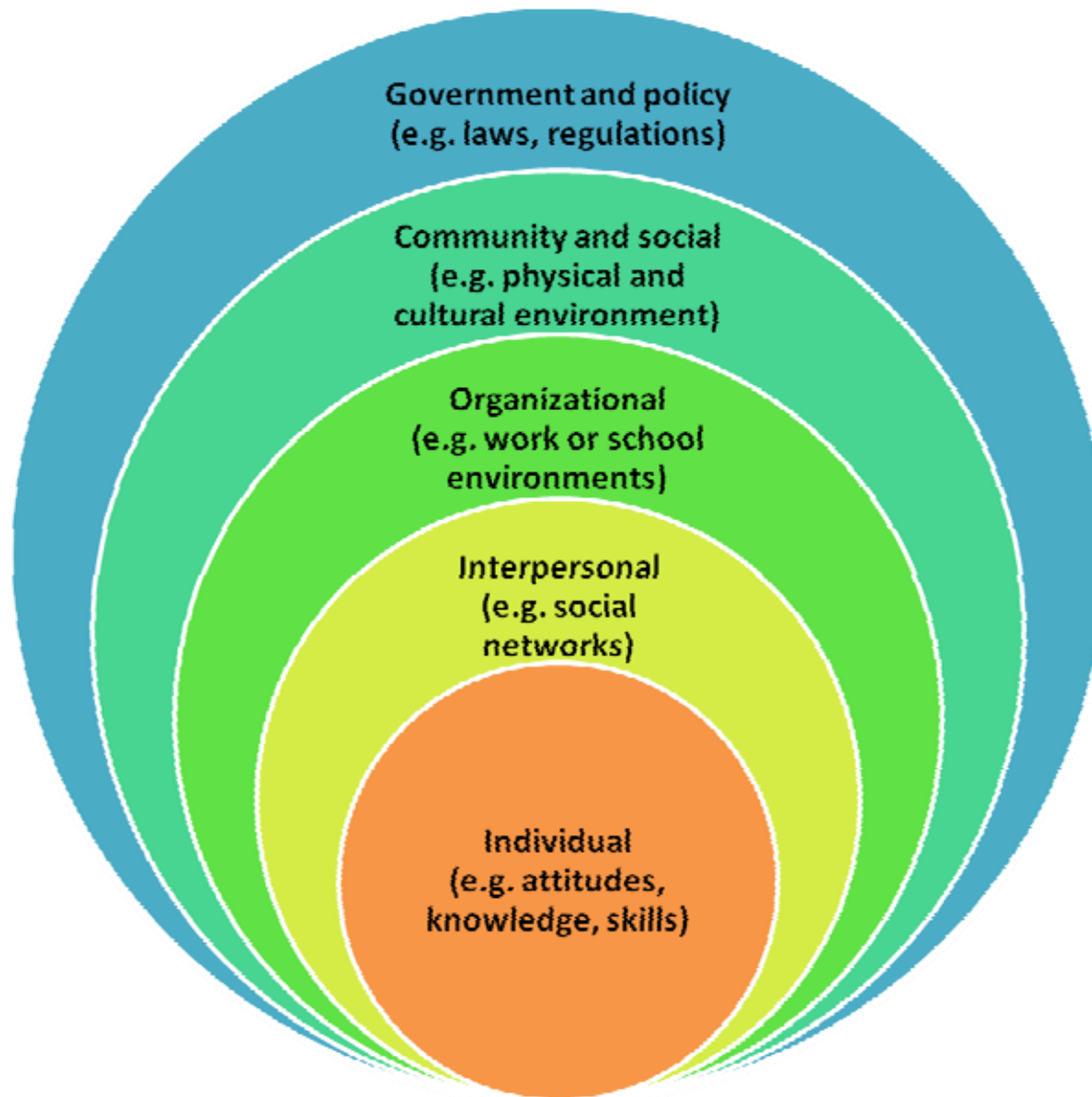
# Discussion

## THE COMMUNITY WHEEL





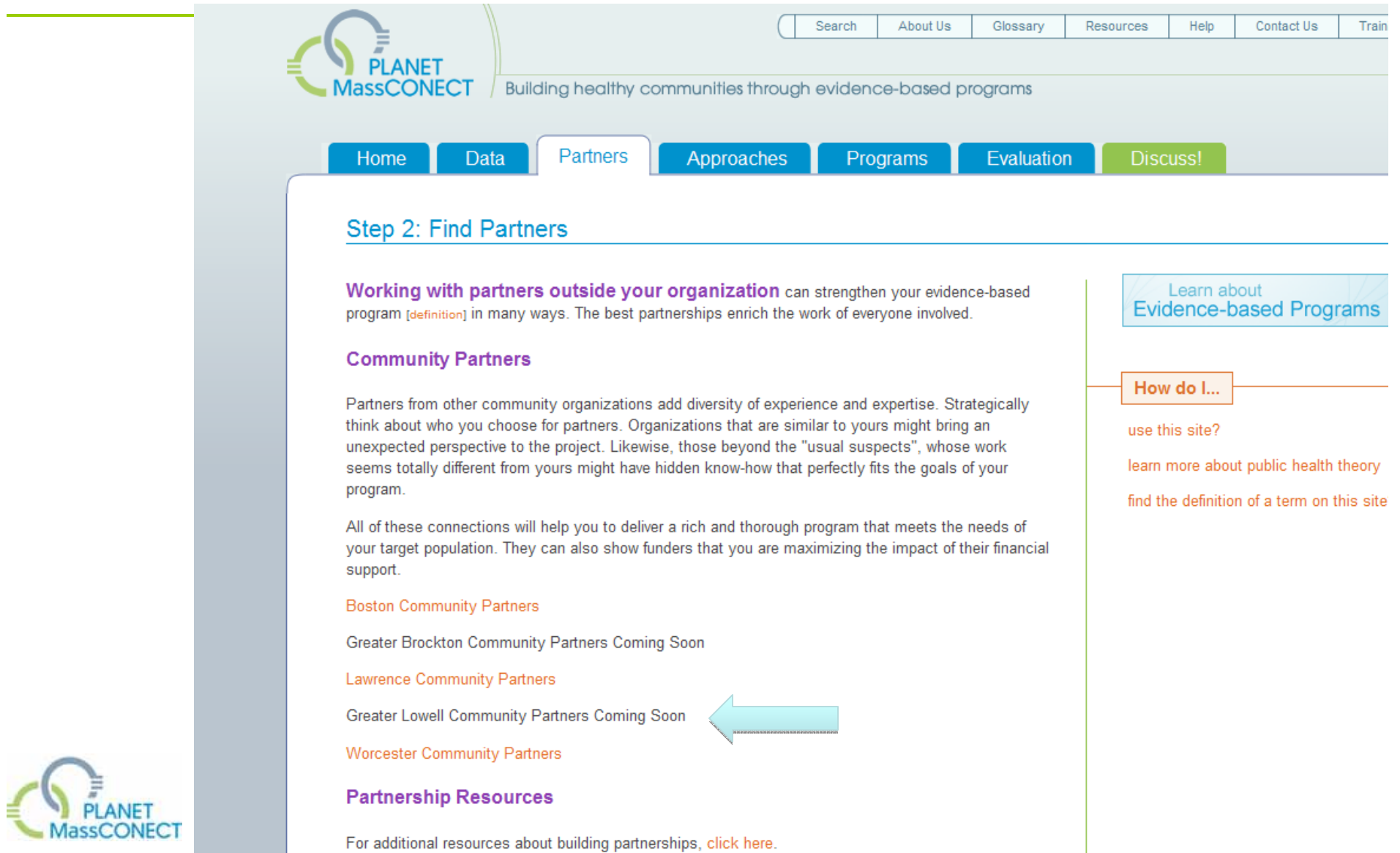
# Discussion



Adapted from: McLeroy, K.R., et al., *An Ecological Perspective on Health Promotion Programs*. Health Education Quarterly, 1988. **15**(4): p. 351-377.

# Marie's Partners

# Partners on planetmassconnect.org



The screenshot shows the Planet MassCONNECT website interface. At the top, there is a navigation bar with links: Search, About Us, Glossary, Resources, Help, Contact Us, and Train. Below this is a header section with the Planet MassCONNECT logo and the tagline "Building healthy communities through evidence-based programs". A secondary navigation bar contains buttons for Home, Data, Partners (which is highlighted), Approaches, Programs, Evaluation, and Discuss!.


The main content area is titled "Step 2: Find Partners". It begins with a paragraph: "Working with partners outside your organization can strengthen your evidence-based program [definition] in many ways. The best partnerships enrich the work of everyone involved." This is followed by a section titled "Community Partners".

The "Community Partners" section contains a paragraph: "Partners from other community organizations add diversity of experience and expertise. Strategically think about who you choose for partners. Organizations that are similar to yours might bring an unexpected perspective to the project. Likewise, those beyond the 'usual suspects', whose work seems totally different from yours might have hidden know-how that perfectly fits the goals of your program." Below this is another paragraph: "All of these connections will help you to deliver a rich and thorough program that meets the needs of your target population. They can also show funders that you are maximizing the impact of their financial support."

Underneath, there are four links: "Boston Community Partners", "Greater Brockton Community Partners Coming Soon", "Lawrence Community Partners", and "Greater Lowell Community Partners Coming Soon". A large blue arrow points from the "Greater Lowell Community Partners Coming Soon" link towards the "Partnership Resources" section.

The "Partnership Resources" section is titled "Partnership Resources" and includes a link: "For additional resources about building partnerships, click here."

On the right side of the page, there is a sidebar with two sections. The first section is titled "Learn about Evidence-based Programs" and the second section is titled "How do I...". The "How do I..." section contains three links: "use this site?", "learn more about public health theory", and "find the definition of a term on this site".



# Step 3



# Step 3 overview: Exploring approaches

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- Look at a body of evidence to further inform program selection
- Make the most of existing resources, such as the Community Guide

# What is an approach?

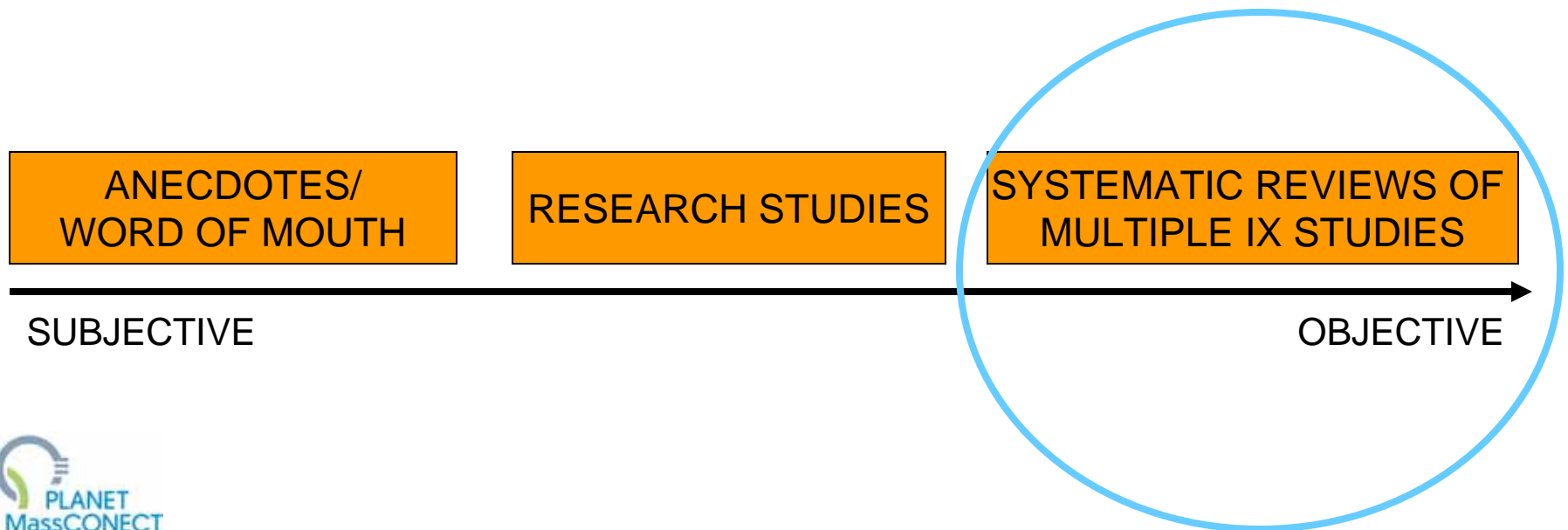
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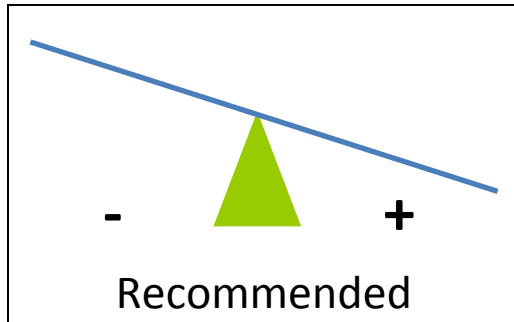
- A strategy that will help you tackle your health problem of interest
- The “**How**” of programming choices
- *Example: Diabetes*
  - Healthcare system-level interventions
  - Self-management education

# Exploring approaches

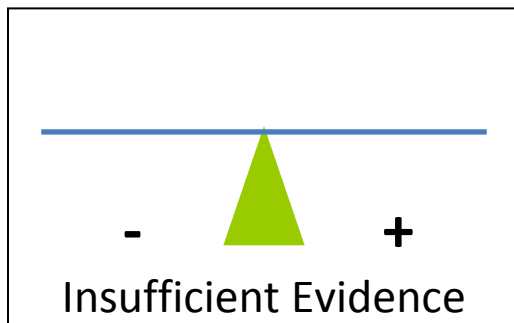
- The Community Guide from the Centers for Disease Control and Prevention (CDC)  
(<http://www.thecommunityguide.org>)
- Types of interventions proven effective



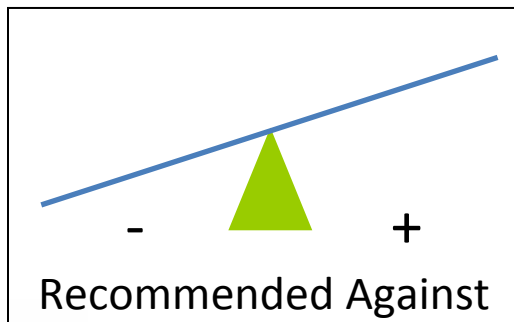
# Findings and recommendations



Strong or sufficient evidence that this type of intervention is effective



There is not enough information to determine if this type of intervention is, or is not, effective.



Strong or sufficient evidence that this type of intervention is harmful or not effective



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# Case study

## Discussion / Exercise

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- Given her resources what approaches should she explore in the Community Guide?

# www.planetmassconnect.org

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PLANET MassCONNECT Building healthy communities through evidence-based programs

Search About Us Glossary Resources Help Contact Us Training

Home Data Partners Approaches Programs Evaluation Discuss!

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How do I use this site? Tell me more about Evidence-based Programs.

Through this portal, you'll find links to:

**Review Data**  
STEP 1 Use local and national data to study groups in your community and what kinds of help they need.

**Find Partners**  
STEP 2 Find organizations with goals that connect to yours.

**Explore Approaches**  
STEP 3 Learn about strategies that have worked in communities like yours.

**Choose and Customize Programs**  
STEP 4 Select and customize evidence-based programs

Learn about Evidence-based Programs

How do I...  
learn more about public health theory  
find the definition of a term on this site?  
use the PLANET MassCONNECT Search tool?

CANCER CONTROL  
P.L.A.N.E.T.  
Plan, Link, Act, Network with Evidence-based Tools

PLANET MassCONNECT

# Marie's Options

# Marie's Options

# Marie's Options

# Thank you!

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Please remember to complete the homework for the next session.